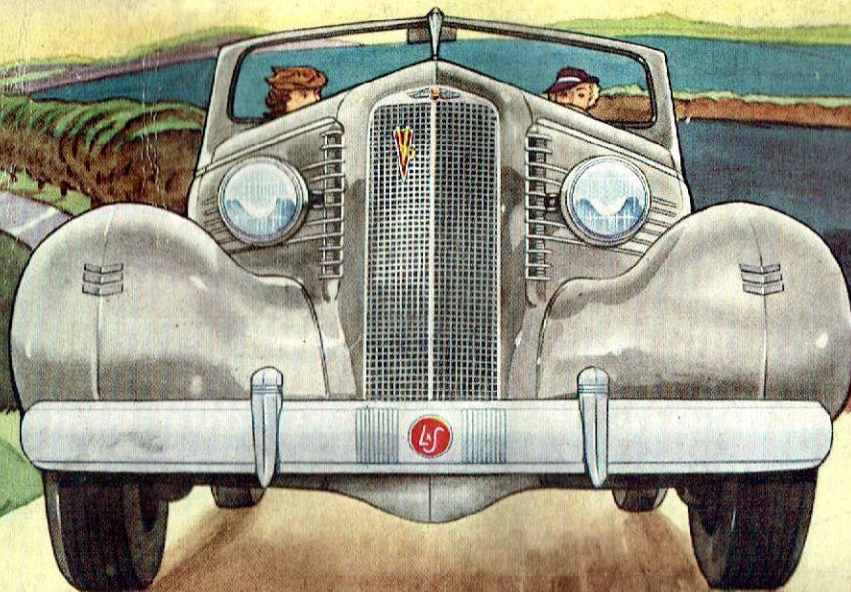


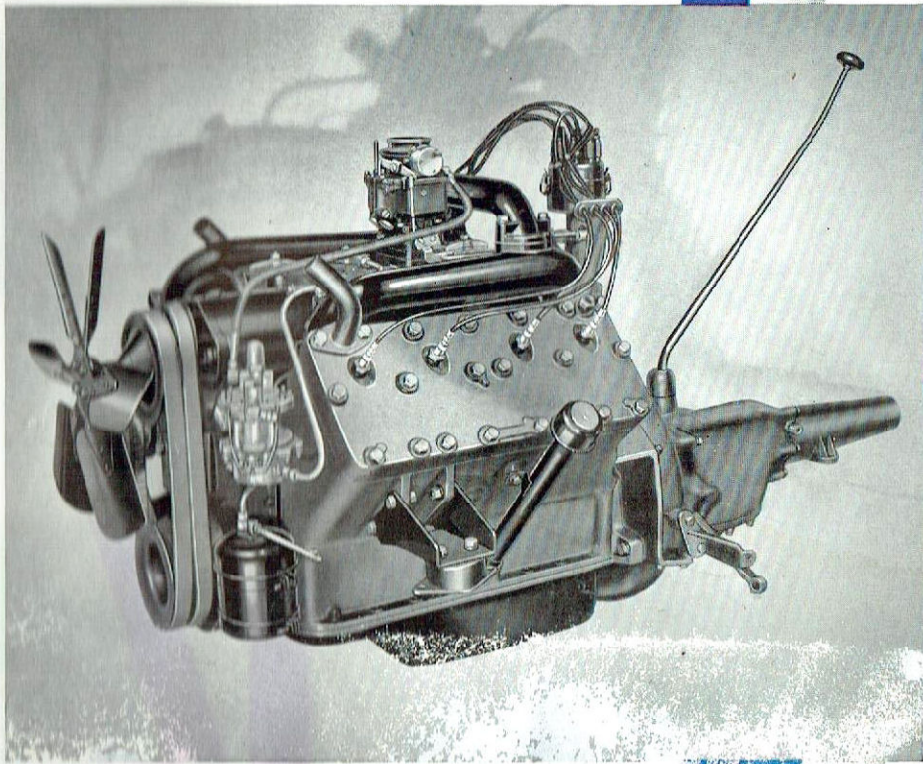
A LOOK AT THE NEW

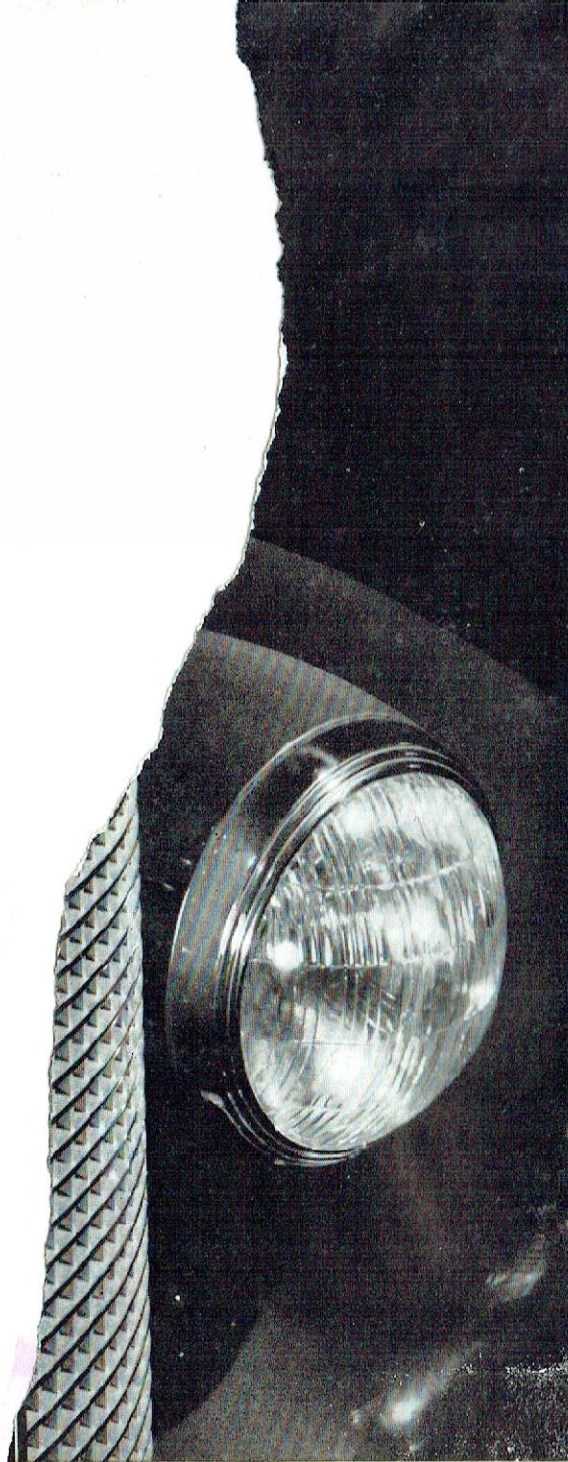
LaSalle

V-8

CADILLAC BUILT

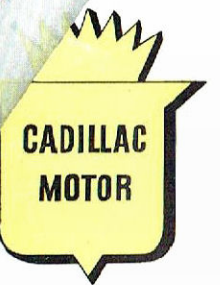
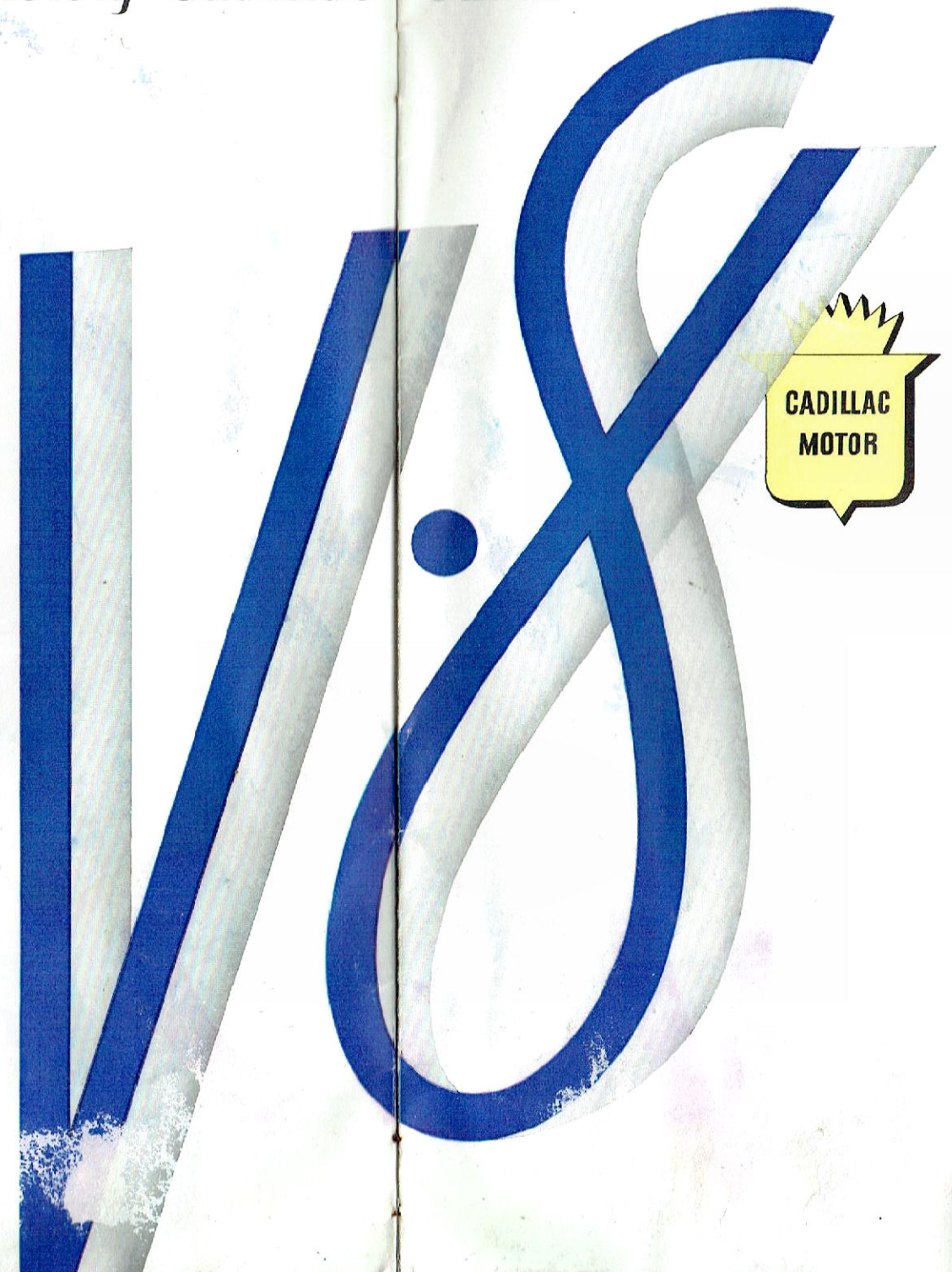




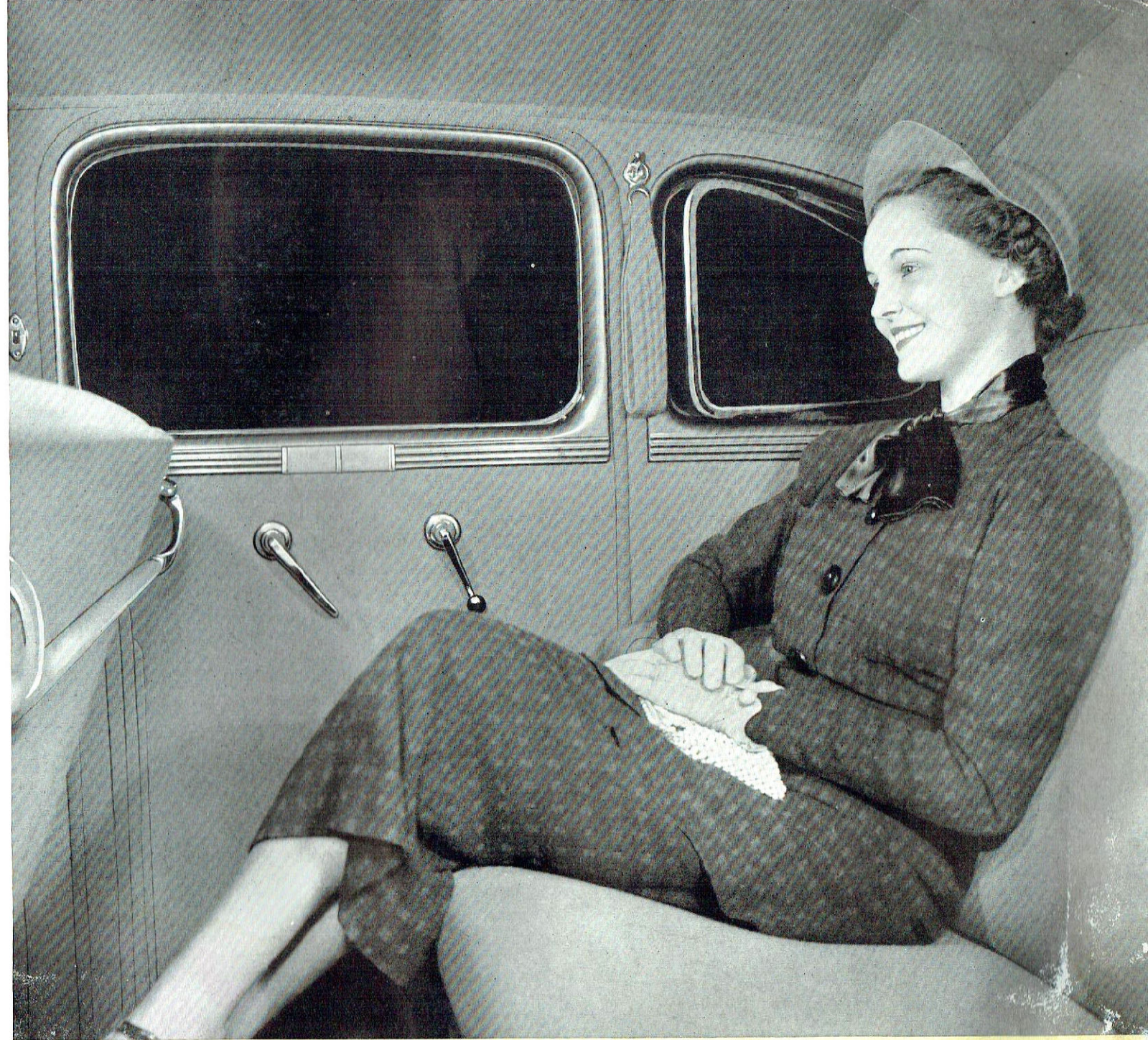
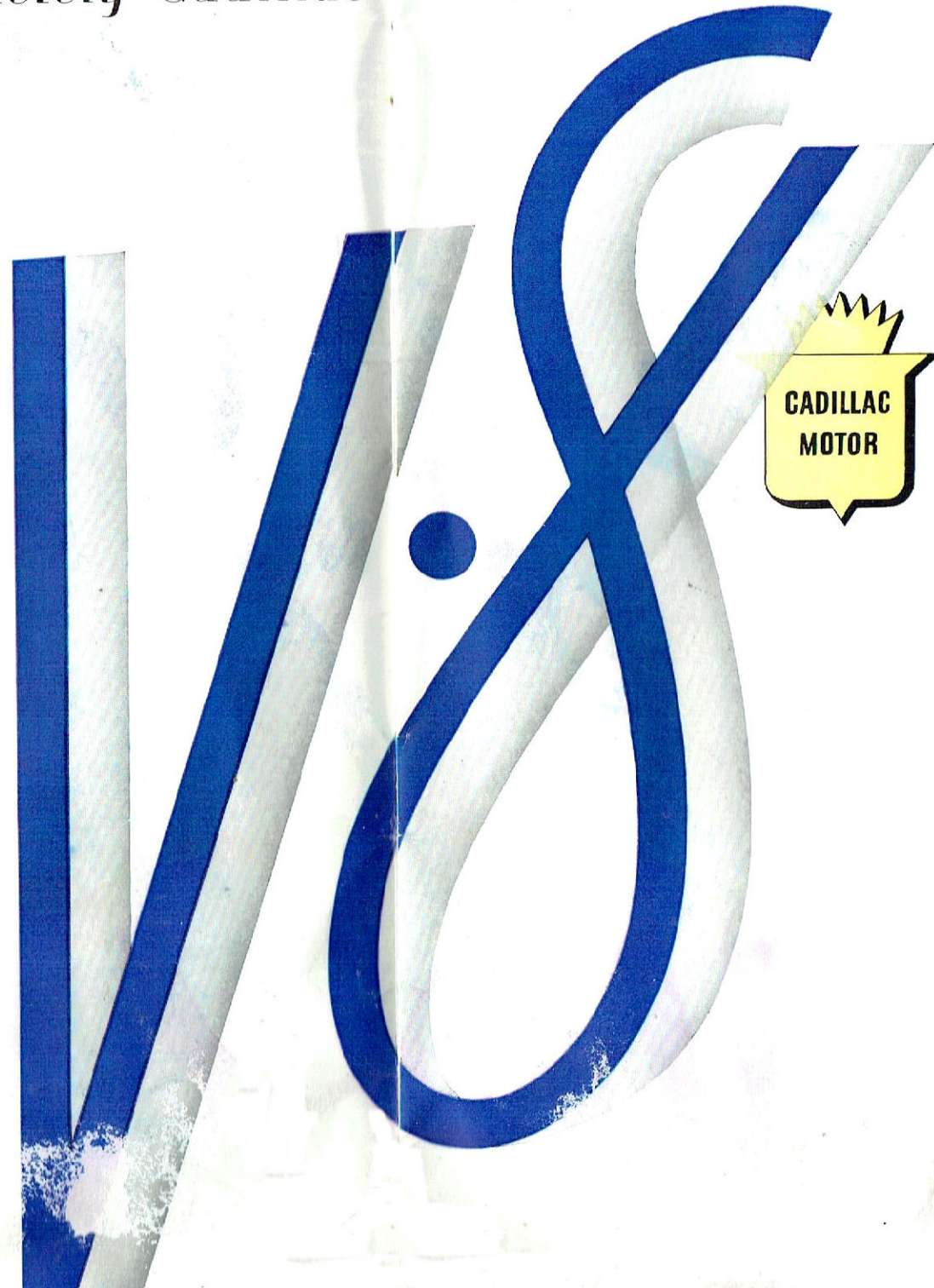


It is now powered by a Cadillac-built V-8
capacity has been stepped up to 125 horsepower.
Fisher, with the new Unisteel "Furret-T" frame, have
been brought within reach of the average driver.

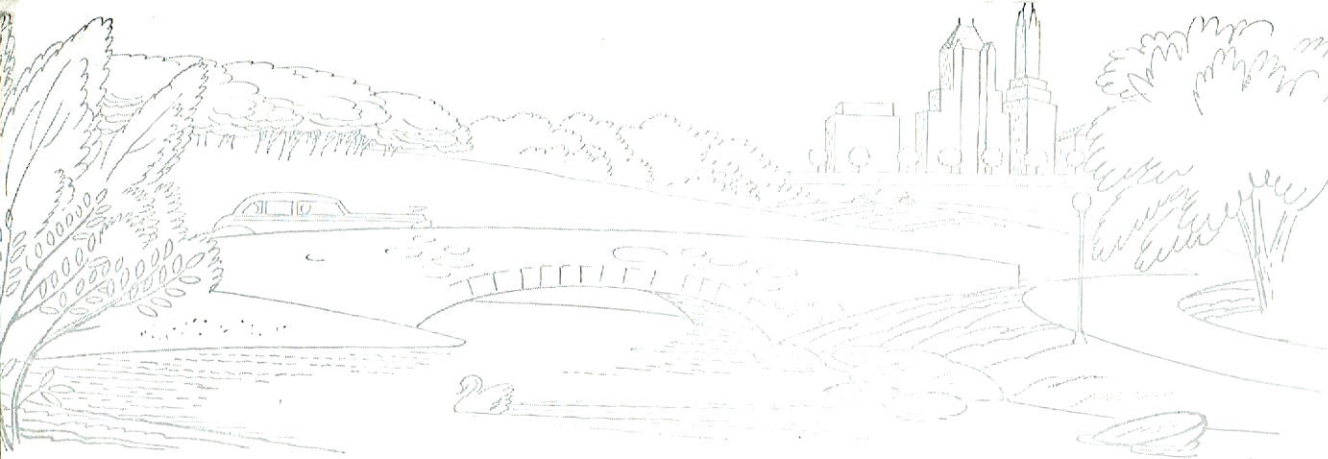
THE FINEST LA SALLE OF ALL TIME
completely Cadillac built!



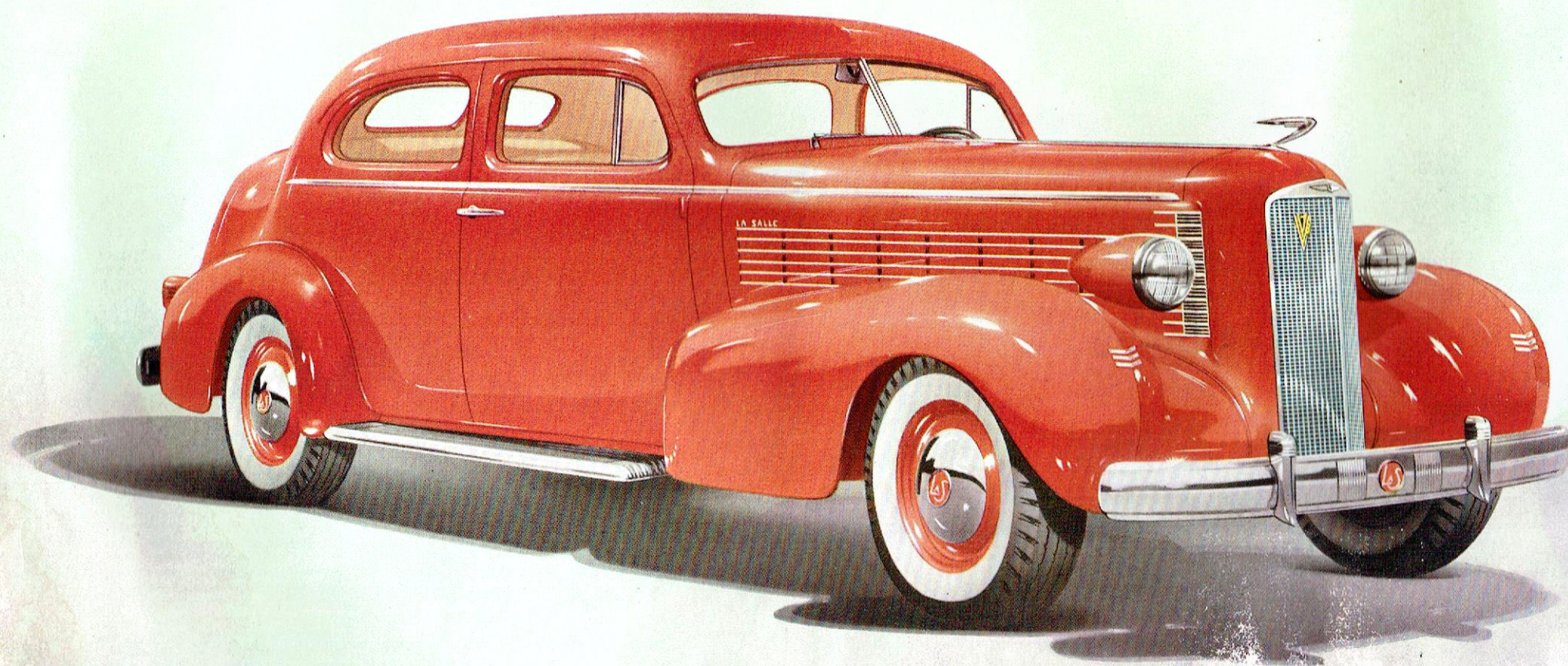
THE FINEST LA SALLE OF ALL TIME
completely Cadillac built!



Interiors of the new V-8 La Salle are trimmed with the same fine upholstery formerly offered on cars costing \$2,000 or more. Roominess has been substantially increased. Riding comfort also has been raised to a new high degree by improvements in the La Salle Kneec-Action ride. Fisher No-Draft Ventilation is provided for health and comfort, free from disturbing drafts. Inside and out, Cadillac has not overlooked a single detail in creating La Salle to the quality tradition of the Royal Family of Motordom.

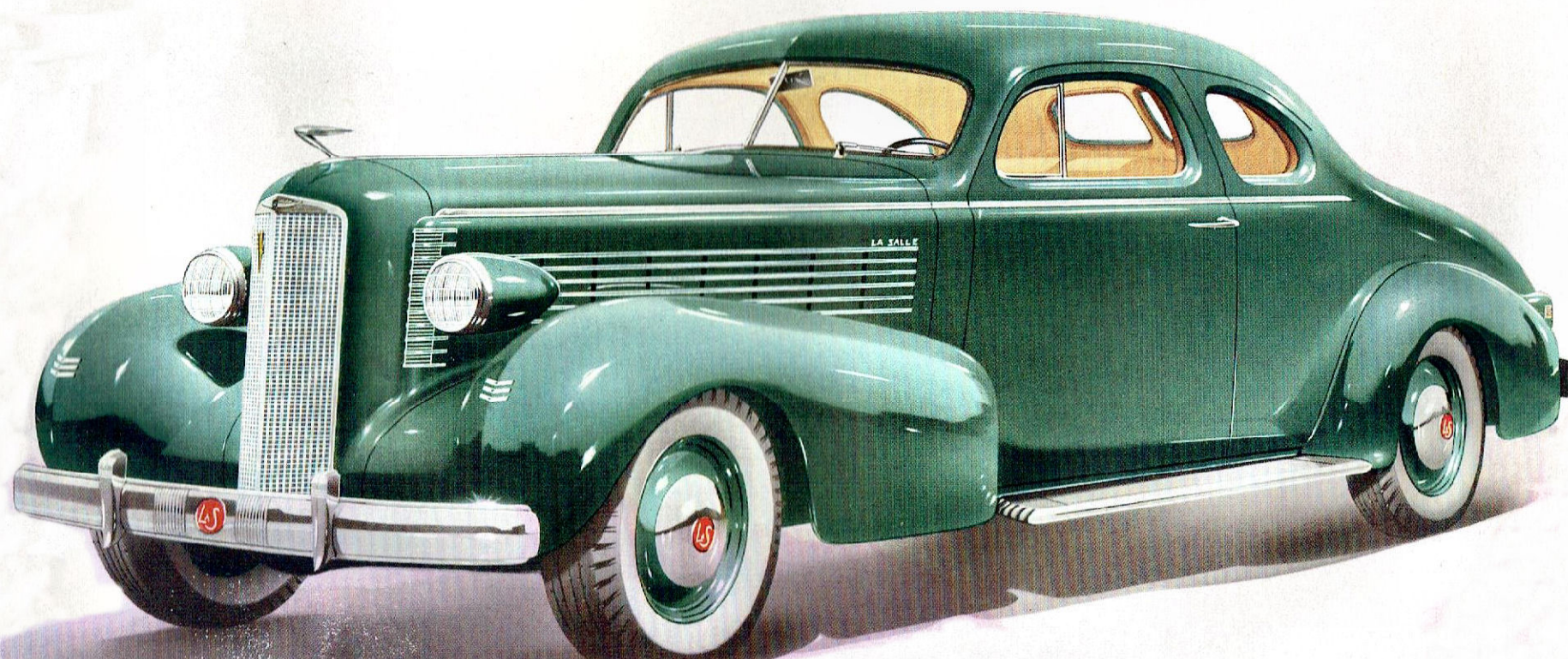


Exceptionally wide doors afford easy entrance to the La Salle two-door Touring Sedan. Three passengers may occupy the full-width front seat in perfect comfort. A spacious built-in trunk, where the spare tire is concealed, provides ample luggage room for long vacation tours.

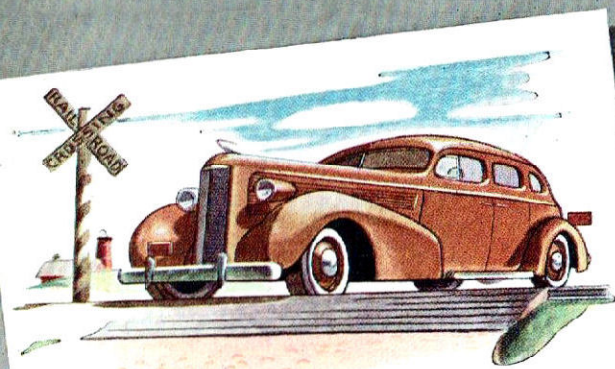


NEW V-8 LA SALLE *Five-Passenger Two-Door Touring Sedan*

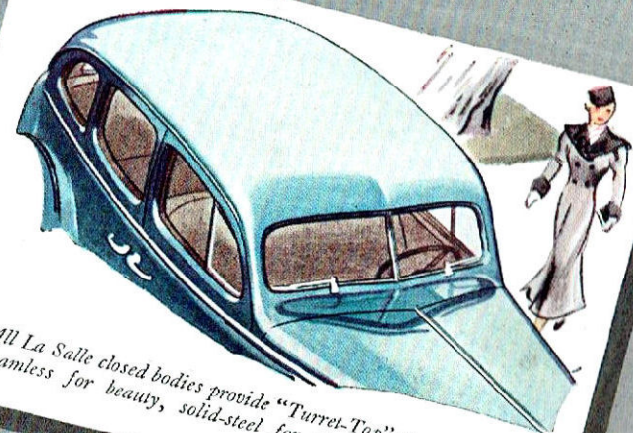
Two cushioned opera seats, located inside the body, make a four-passenger car of the La Salle Coupe. The rear compartment cover opens at its lower edge, permitting easy removal and replacement of the concealed spare tire. Ample luggage space is provided over the tire.



NEW V-8 LA SALLE *Two-Passenger Coupe*



La Salle Knee-Action, improved for 1937, is the same highly perfected type offered on the most expensive custom cars.



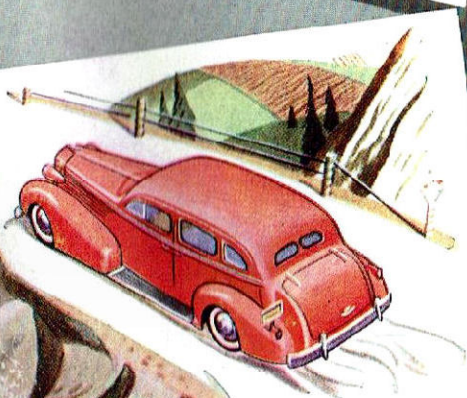
All La Salle closed bodies provide "Turret-Top" protection—seamless for beauty, solid-steel for strength and safety.



Fisher No-Draft Ventilation assures proper circulation of fresh air for health and comfort in any weather.



Feminine drivers are sure to praise La Salle driving ease. Starting, steering, stopping—none of these needs more than a light pressure.



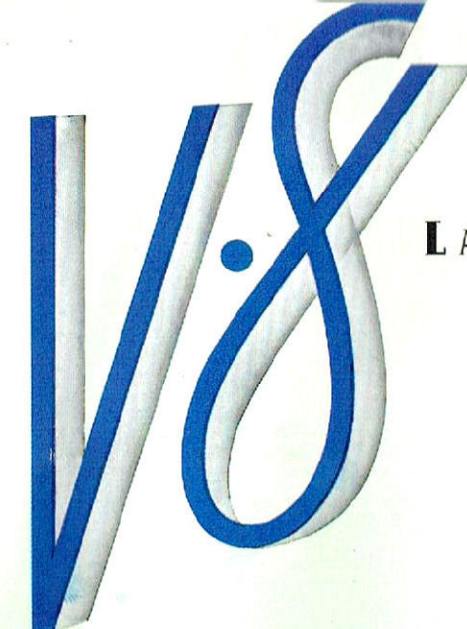
La Salle's 125-horsepower V-8 engine seldom needs be extended on any hill, or for fast acceleration in traffic.



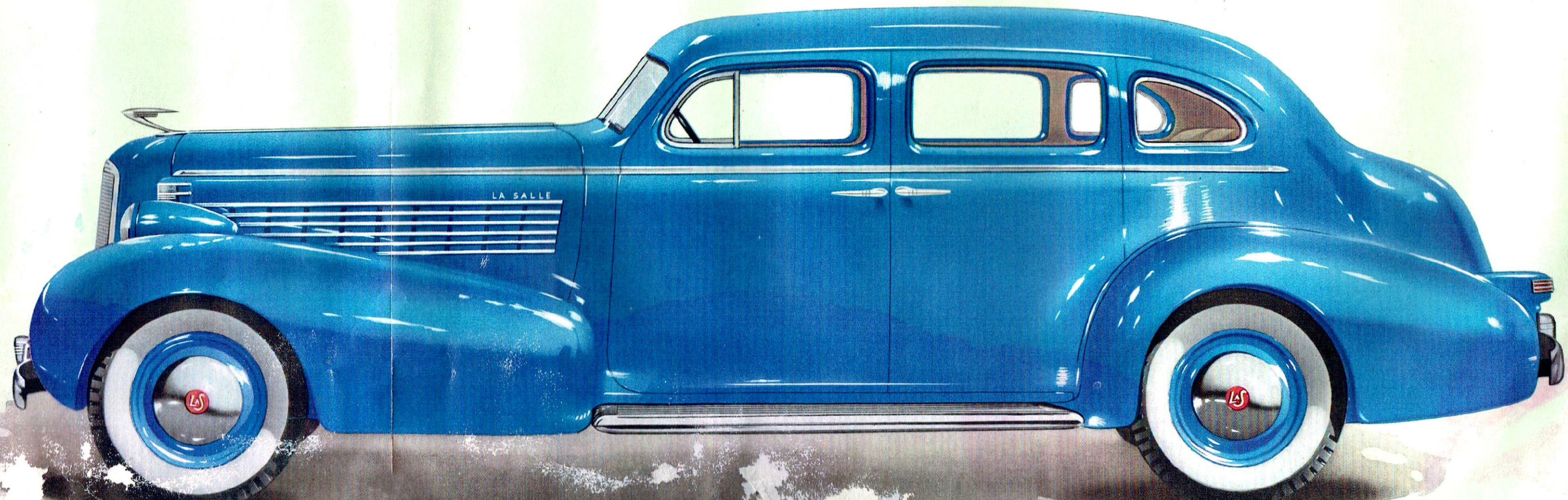
New "Unisteel" Turret-Top Bodies by Fisher increase La Salle roominess. They are longer and wider.

The substantially increased wheelbase is quickly evident in this profile view of the four-door Touring Sedan. Its new Fisher Body is also larger and roomier. From the new front-end contour to the spacious built-in trunk at the rear, La Salle beauty suggests the exhilarating 125 horsepower performance at the driver's command.

THE NEW



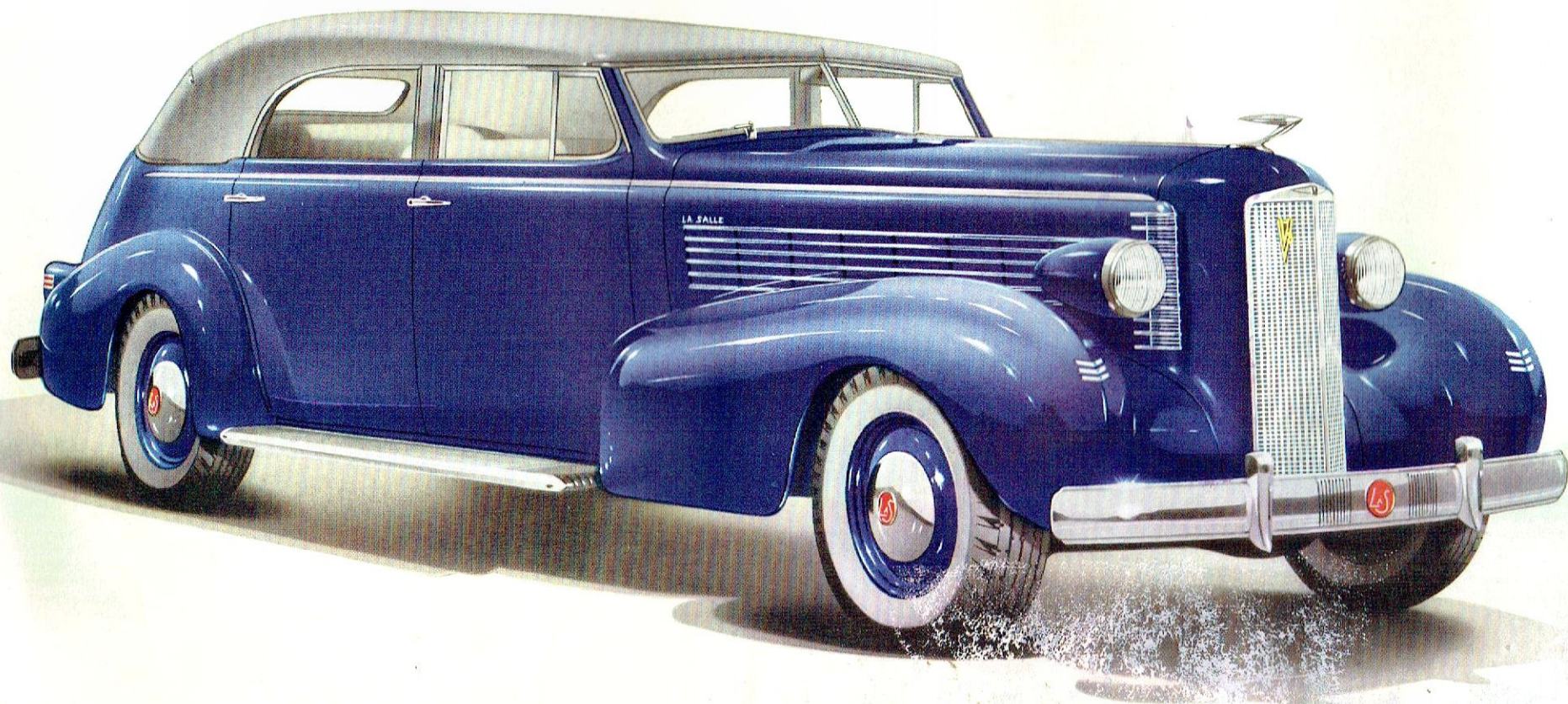
LA SALLE 5-PASSENGER TOURING SEDAN





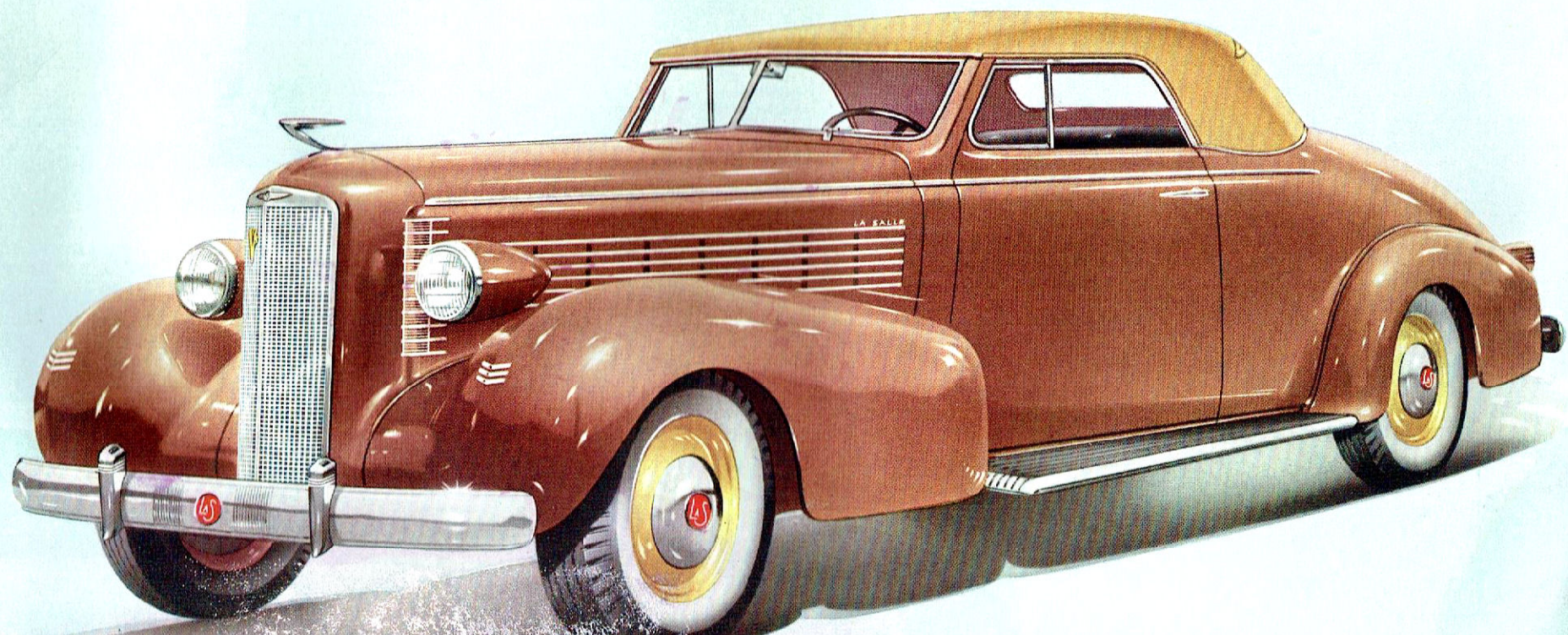
The La Salle Convertible Sedan is a proper choice for any climate. It is snugly comfortable in winter weather, delightfully cool in summer. A sidemounted spare tire* is provided as standard equipment at no extra cost, reserving all of the spacious rear compartment for luggage.

**Provision for storing the spare tire in the luggage compartment will be made on special order only.*



NEW V-8 LA SALLE *Convertible Sedan*

The La Salle Convertible Coupe is sure to attract admiring glances wherever it goes. Its smart, tightly fitted top almost disappears from view when lowered. The spare tire is concealed in a separate compartment under the rumble seat, out of sight but easy to reach.



NEW V-8 LA SALLE *Convertible Coupe*

THE NEW LA SALLE

V-8

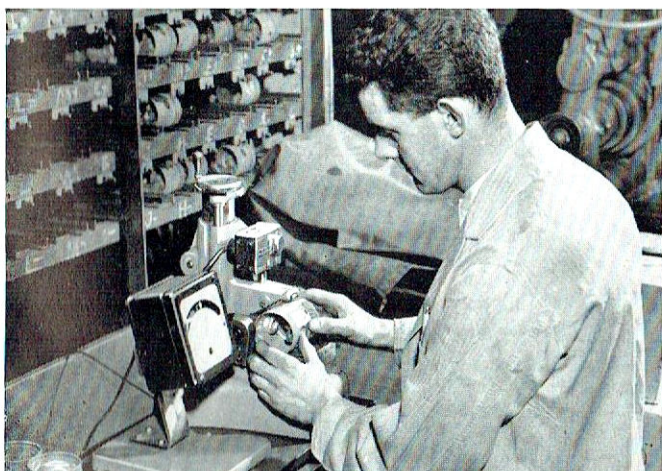
PRECISION BUILT BY CADILLAC FOR LONG LIFE AND ECONOMY



Owners of the new V-8 La Salle will discover remarkably high mileage for gasoline and oil—due to the highly developed efficiency of its Cadillac-built V-8 engine.



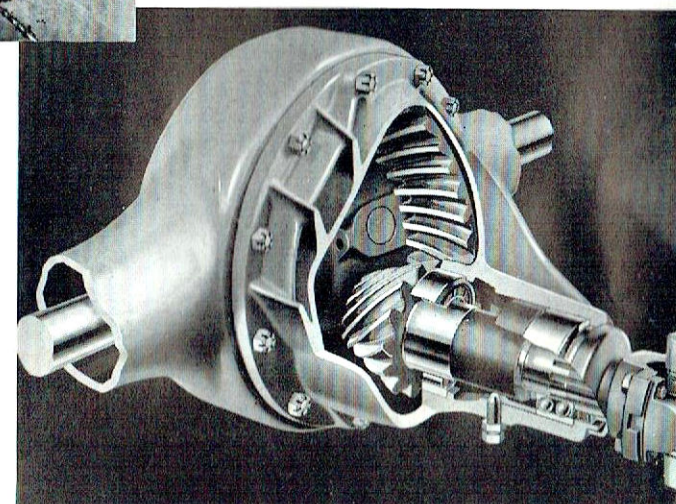
Here, at the 1245-acre proving ground of General Motors, every La Salle feature was subjected to months of punishment before the 1937 V-8 La Salle was finally approved by Cadillac engineers.



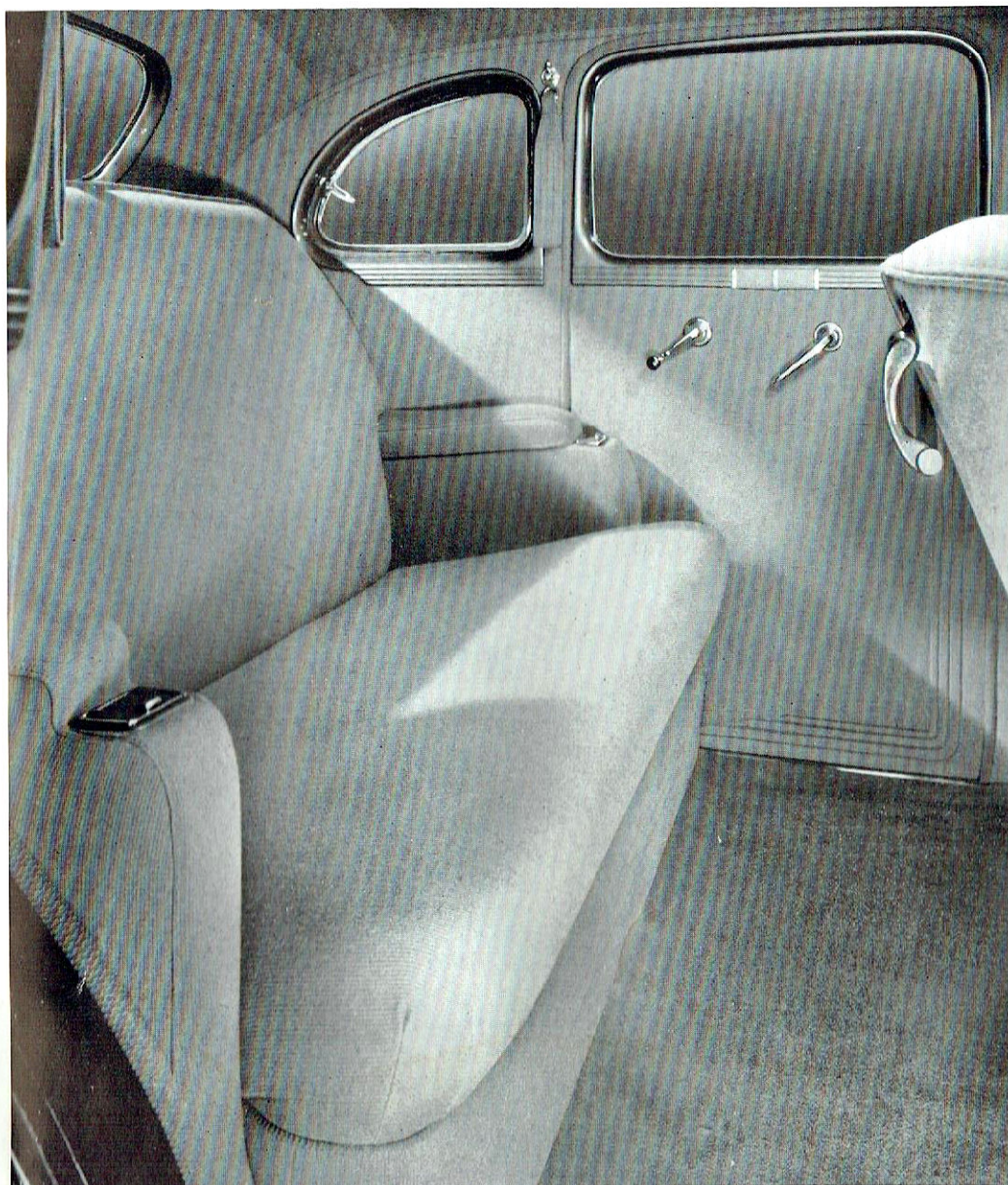
Cadillac manufacturing is accurate to extremes. Piston and connecting rods are a typical example. The maximum variation allowed in matching these assemblies is less than the weight of a small paper clip. Crankshafts are balanced to within 1/16th ounce, which is about the same proportion that the weight of a single brick bears to the total weight of a 10-room brick residence.



La Salle owners enjoy the advantage of service by Cadillac Certified Craftsmen—carefully trained in maintenance work of the highest standard.

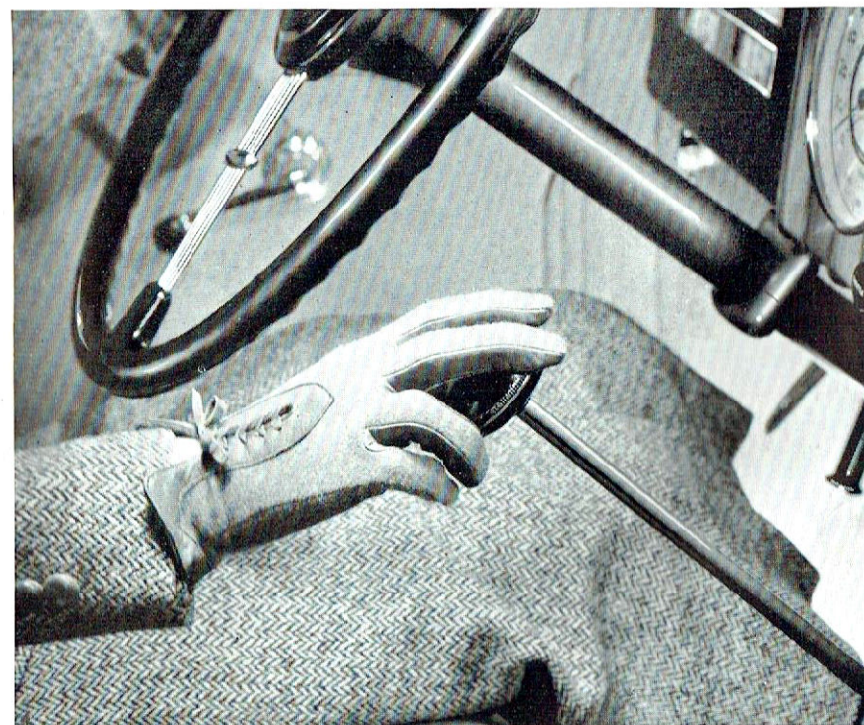
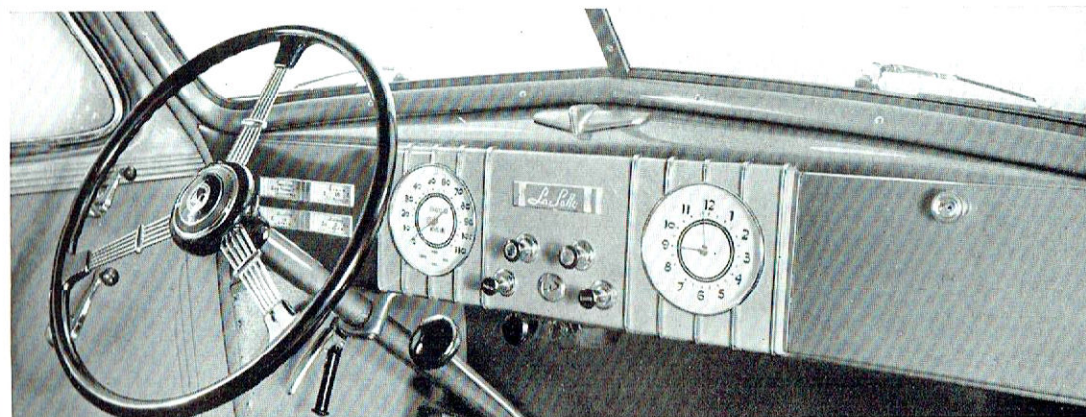


The new La Salle hypoid rear axle is the strongest design for its weight in use today. Here, as with all La Salle parts, precision manufacture assures long life. The new La Salle is so dependable that maintenance needs—including both work and materials—are available on a standard service contract plan. The entire cost for lubrication and maintenance for the first year, or 12,000 miles is only one-half cent per mile.



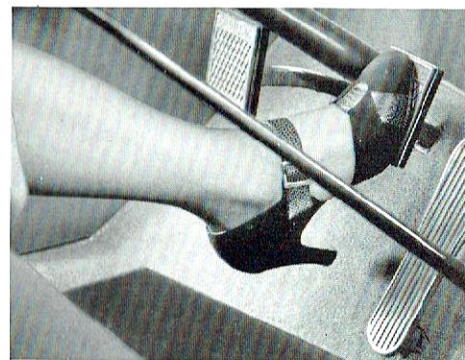
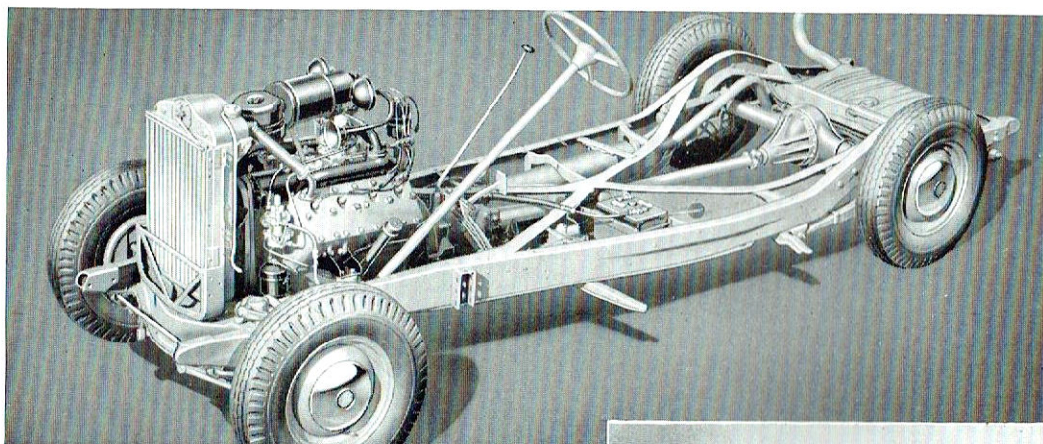
La Salle interiors are invitingly roomy and restful. Their tailoring reveals the flawless work of master Fisher Body craftsmen. Upholstery selection may be made from Bedford Cord or Broadcloth, in tan or grey shades. Passenger space has been considerably increased by longer, wider Fisher Bodies with lower floors. All of the advantages of Knee-Action riding comfort are provided, together with Ride Stabilizers front and rear.

The handsome La Salle instrument panel richly deserves admiring comments. The instruments and controls are all located within easy view or reach. A built-in ash tray and locking parcel compartment are added conveniences. The central name-plate may be removed to install radio controls.



La Salle transmissions embody the most important improvements in this field since Cadillac introduced the first non-clashing Syncro-Mesh design. The gears are virtually soundless in all speeds. Any driver can shift them with the facility of an expert.

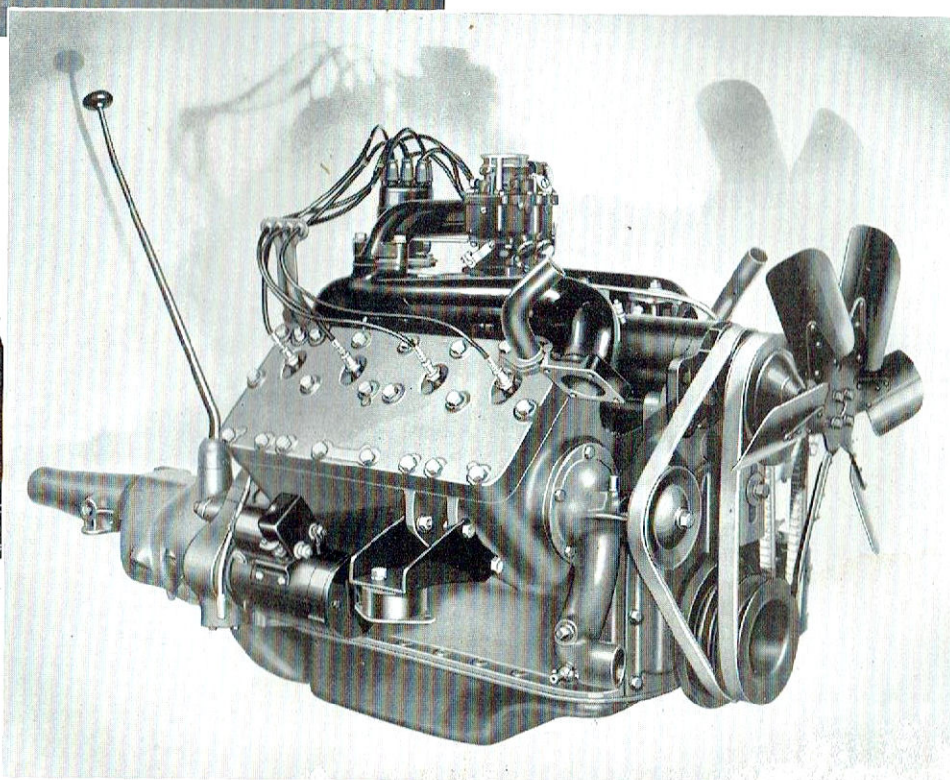
The new V-8 La Salle chassis has been strengthened, enlarged and improved in almost every detail. It is a chassis that measures up, without exception, to the uncompromising standards set by Cadillac—the leading manufacturer in the fine car field.



La Salle brakes are hydraulic—bigger and safer for 1937. Their moulded linings not only wear longer, but they are impervious to moisture. A light toe-pressure assures a smooth, sure stop.



Luggage space in the new V-8 La Salle is more than ample for touring requirements. A seal which runs all around the compartment door protects the luggage against water and dust.



For 1937, La Salle is powered with a Cadillac-built V-8 engine. It develops 125 horsepower. This abundant power, in combination with a new high ratio of power-to-weight, results in breath-taking performance and acceleration. And yet, except for the responsive power at his command, the driver is seldom aware of the engine under the hood. It has a smoothness of operation and dependability that could only come from Cadillac, since the first of all V-8 engines was built.

SPECIFICATIONS

Engine—Cadillac precision built; 8 cylinders V-type; "L" head; bore 3 $\frac{3}{4}$ "; stroke 4 $\frac{1}{2}$ "; displacement 322 cu. in.; taxable horsepower 36.45; brake horsepower 125 at 3400 r.p.m.; engine mounted in rubber at three points.

Pistons—T-slot design aluminum alloy for uniform expansion; special anodizing process hardens surface to prevent scuffing and scoring; fitting with two compression rings and two oil rings.

Cooling System—Harrison Radiator, simplified water circulation system; automatically adjusted water pump packing, thermostatic radiator shutters.

Carburetion—Stromberg dual down-draft with equalized manifolding, fuel pump, air cleaner, intake silencer. Electric choke, 22 gallon gas tank.

Generator—The Delco-Remy Peak Load generator maintains charging rate, even while headlamps, radio and heater are being used. It eliminates worry concerning battery condition.

Clutch—10 $\frac{1}{2}$ " x 6 $\frac{1}{2}$ " single plate dry disc type with 107 square inches of facing area; semi-centrifugal. Gives gradual and smooth application of power.

Transmission—Cadillac-built Synchro-Mesh with three forward speeds and reverse. Reverse gears as well as low and second speed gears are helical for extreme quietness. All gears fully carburized for hard use and long life. Pin type synchronizers assure easy shifting.

Lighting—Visible headlamp beam indicator in the speedometer shows which of three headlamp beams is being used. Controls rearranged to give added safety.

Front Wheels—Independent "Knee-Action" front wheels, strong and simple with large, resilient coil springs for smoother riding comfort and effortless driving control. Thoroughly proven by three years use and millions of miles of testing.

Brakes—Bendix Duo-Servo Super-Hydraulic brakes operate in centrifuse brake drums. Mechanical hand brake operates independently of the hydraulic system.

Drive Shaft—Hotchkiss drive. Two universal joints mounted on needle roller bearings permanently packed with lubricant requiring no service attention.

Rear Axle—Cadillac design and manufacture. Semi-floating type with hypoid gears, insuring quiet, dependable performance. Ratio 3.92 to 1.

Steering Gear—Sturdy worm and double roller type, with straddle mounted roller. The cross-mounted steering link operates a lever supported by the massive front cross member. Attached to it are two steering rods, each of which controls one front wheel. The steering ratio is 23.2 to 1. Can be turned or parked in much smaller space than many cars of the same wheelbase.

Frame—The chassis has a more rigid frame that improves stability and riding comfort. The frame is 8 $\frac{1}{4}$ " deep, $\frac{3}{4}$ " thick and has a flange width of 23 $\frac{3}{4}$ ".

Ride Stabilizer—Two stabilizers, one front and one rear for better roadability and to keep car on even keel.

Tires and Wheels—Low pressure, 4-ply tires, 7.00 x 16 carrying 26 lbs. air pressure. Five steel disc wheels with large chrome disc hub caps.

Fenders—Fenders, and other sheet metal parts are bonderized to prevent rust.

Turning Radius—Right 20 feet, Left 20 feet.

Body Types—Fisher all-steel bodies with No-Draft ventilation and Turret-Top roofs. Optional selection from Bedford, Coral or Broadcloth upholstery and several body colors at no extra charge. Trunks standard equipment on 2- and 4-door touring sedans. Large trunk storage space.

Do not write for more specifications, colors, prices or equipment as time passes, according my responsibility with regard to cars previously sold.

